



Data and Privacy File Guides

Apple Media Services: Apple Pay Activity

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File name Apple Pay Activity.csv

File description This file contains information about user activities on Apple Pay.

Why Apple keeps this information Apple retains this information in order to understand user behavior and preferences, measure feature performance, improve software design and marketing purposes.

Field Name	Details
Active	Whether a user used the Apple wallet for a transaction
Apple Account Number	Apple account identifying number
Card Sub Type	The card sub type in the Apple Wallet
Card Type	The card type in the Apple Wallet
Country	The country associated with the user's account
Received Date	Date when the data was received on server from the device
Week	Start date of the week the data was collected and stored on device